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FOOD STAMP  
PROGRAM



# FOOD GUIDE

September 1961

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

A special service for FOOD DISTRIBUTORS containing merchandising suggestions about: Foods currently appearing on the PLENTIFUL FOODS LIST and ADDITIONAL FOODS selected for nutritional value and low cost appeal

Foods appearing on this FOOD GUIDE are being recommended to Food Stamp Recipients as Wise buys this month. Agencies of the Department of Agriculture, welfare groups, newspaper food editors, radio and television stations, etc., will be pre-selling these foods to stamp coupon shoppers.

MR. GROCER: You can give your food stamp coupon patrons a helping hand by planning your merchandising to spotlight these products for their shopping ease. In addition, it would be helpful if you would post this list of Food Guide items on your front window and on in-store bulletin boards as well.

## PLENTIFUL FOODS

BEEF

TURKEYS

BROILER-FRYERS

LATE SUMMER VEGETABLES

## ADDITIONAL FOODS

MILK and DAIRY PRODUCTS

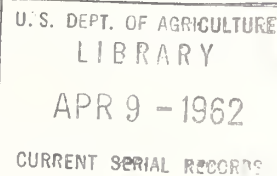
APPLES and APPLESAUCE

FRESH and CANNED PEACHES

CEREALS

VEGETABLE FATS and OILS

DRIED BEANS



## TURKEYS

Supply: Marketings in September will be increasing seasonally and are expected to be approximately 25 percent above September 1960 levels. In addition, cold storage holdings continue heavy and turkey prices are low.

Merchandising Hints: Broiled, braised, roasted or barbecued, protein-rich turkeys are hard to beat. For economy, cooking convenience and variety, these birds rate top honors for all-'round menu fare. Display and advertise turkeys well; coupon shoppers are being informed in numerous ways that turkeys are good buys. Your punch line to remind customers to purchase turkeys while in the store -- a display spot talker -- "Turkeys are good for more than one meal." And this menu that is being suggested to stamp coupon recipients by public relation sources this month should be posted at your turkey display spot:

Roast turkey w/dressing

Shredded cabbage salad

Creamed potatoes

Hot biscuits w/honey

Milk

Use turkey leftovers - For brunswick stew, hash, sliced for sandwiches in kids school lunch boxes --- and for the "bread winners" lunch box, too.

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- . Feature your turkeys as "dollar-stretchers" and "food stamp coupon specials" in your overall in-store advertising theme. Your turkey supplier should have available excellent sales pieces to help you with your selling job. In addition, suppliers can obtain for you GIANT full-color turkey posters for use on store window and in-store, too. These materials are real traffic stoppers, loaded with sales appeal -- and designed to promote sales.
- . Keep turkey display case filled with heavy, medium and light weight birds. And offer "half" and "quarter" roasts and select pieces, too. Tell the coupon shopper you have "turkey to suit every family need." Spend a little time on your display to make it attractive and neat.
- . Remind coupon recipients to purchase turkeys. Suggest turkey meals at your produce department and at other good tie-in spots throughout the store.

## LATE SUMMER VEGETABLES

Supply: Fresh vegetables continue to be available from most local market gardens to supplement supplies shipped from more distant commercial producing areas. Among other vegetable items, tomatoes, sweet corn, snap beans, cabbage and onions should be in good supply.

## LATE SUMMER VEGETABLES (cont'd.)

Merchandising Hints: With a wide variety of late summer vegetables still available, this is the time to spotlight your produce department with display advertising and big pricing cards to give it that "bargain row" effect. Full-o' Nutrition and Minerals should be your vegetable promotion slogan all down the produce line.

- . In addition to your cooking vegetables, salad-making vegetable items are in big demand, too. Set your bin stocks to feature related salad vegetables side-by-side. Lettuce, celery, tomatoes, bell peppers and cabbage make a good combination display. Salad oils, mayonnaise and salad dressings used as "bin dividers" will enhance your display's "taste-appeal" --- and promote heavy salad-making vegetable sales, also.
- . Draw stamp coupon shoppers attention to fresh vegetables with good advertising. Inform these customers you're proud of your offerings and when buying from your store, they can do so with confidence. Use good "selling signs" to move vegetables -- "hard headed" cabbage -- "field ripened" tomatoes -- beans with a "snap" -- "tender" greens, etc.
- . Plan good sign work to cross-sell good "eating-mate" vegetables at your turkey, beef and broiler-fryer counters. Encourage the stamp coupon shopper to eat more vegetables.

## BEEF

Supply: Beef supplies in September will be swelled by a 3 to 6 percent increase in fed cattle and seasonal marketings of grass fed cattle.

Merchandising Hints: Beef has more "drawing power" than any item in your store and you should use this "demand" item to invite stamp coupon shoppers to your store.

- . Before you set your beef case layout for September sales, choose a good case spot to feature all cuts which will prove attractive to the food stamp coupon trade. Focus attention on these offerings with suggestive posters indicating these meat items are "good buys."
- . Highlight ground beef, chuck roasts, cut and packaged boneless stew beef, cube steaks, pot roasts and thick and thin top round for customer-pleasing "swiss" steak preparation, too.
- . Remember your store reputation may be established by the meats you carry--so make every effort to offer food stamp coupon shoppers the best values. Keep them coming back for more.
- . Keep stocks well filled with different weight-packaging -- to fit each coupon shoppers' pocket book and to take care of both large and small family needs. To make your beef items "meal-inspiring," build your case display around quality, freshness and shopping ease. Package your beef cuts neatly and price tag them well.



## BEEF (cont'd.)

- . Stress "meal-appealing" beef roasts at good tie-in spots--with potatoes, carrots, onions and other late summer vegetables in your produce line.
- . Use advertising to stress beef cuts that will attract food stamp coupon customers. Use front store window signs --- and in-store advertising, too.

## BROILER-FRYERS

Supply: September marketings are expected to be 7 to 10 percent above last year which will no doubt be reflected in price levels below those of September 1960.

Merchandising Hints: Broiler-fryers, you'll find, will be star sales performers this month. And these "tender chicks" score well with food stamp coupon shoppers, too.

- . Real money-savers, broilers and fryers rate special merchandising attention. Start your promotion by placing special advertising emphasis to "whole birds" - as a "leader" and traffic-builder. However, you must stock and feature ample supplies of "cut-ups," select pieces and splits in your poultry department to please the "choosy trade,"
- . You'll be getting plenty of calls for wings and backs for stewing, preparation of soups, etc. And don't forget to push giblets also -- food stamp coupon shoppers are being prompted to use these for gravies and in dressings, too.
- . Promote broiler-fryers at your cooking oils and fresh vegetables displays to inspire dual sales.
- . Broiler-fryers should rate front store window advertising. Plug them in your newspaper ads and handbills, too, to bring the food stamp coupon patrons in.

## LAMB

Supply: Lamb marketings will be approaching a seasonal peak in September with supplies plentiful and prices at a level which should attract the stamp coupon trade.

Merchandising Hints: Here's another economy meat buy for September which should catch the eye of your thrifty-minded customers.

- . Increase the size of your lamb display this month. Give feature billing to "leg-o'-lamb" in your promotional plan --- to guide customers to your lamb display spot.
- . Now, to influence more food stamp coupon purchases and to alert shoppers to lamb "bargain buys," focus attention to shoulder roasts, stewing lamb,

## LAMB (cont'd.)

"patties," breasts and the lesser cuts. "Special" price tags and a good display advertising build-up will keep these lamb items on the move.

- . The season is still right for barbecue lamb --- and it's "lamb stew" time again, too. Here is a good opportunity for tie-ins -- barbecue sauce-making ingredients -- and such late summer vegetables as carrots, potatoes, onions for stew. And your "go-with" vegetables -- tomatoes, sweet corn, snap beans and cabbage -- are a few other items you can team with lamb, also.

## MILK AND DAIRY PRODUCTS

Merchandising Hints: Nutritious and health-building dairy products should be on every food stamp coupon patron's shopping list. Grocers can encourage these shoppers to use more milk and dairy products through good merchandising techniques.

- . "Speak up for milk" -- use a good "talker" at your milk display point -- "Milk is important for a balanced diet and good health." Keep your dairy case filled, neat and attractive to invite more sales. Fresh milk is your "leader," sales builder and "king of your dairy line." It should be plugged hard to promote more purchases by the food stamp coupon trade.
- . Evaporated milk will catch the eye of shoppers, too. This "all-purpose" product should be floor displayed -- or given a good spot advertising build-up if you plan to market it from the shelf. Feature "tall" and "baby" can sizes in multi-unit deals. Evaporated milk "belongs in the kitchen," and you can help put it there by featuring it in your advertising plan.
- . Nonfat dry milk will appeal to the budget-minded coupon shoppers -- it gives them more quantity for less. In addition, your customers are being constantly guided in the wonderful ways this product can be used-- as a beverage, in cooking, etc. Nonfat dry milk should be off the shelf this month and given good aisle space for a "full display." Price your offering with huge price cards. Further, your distributor should have good selling materials and possible recipes you can post or pass out to the trade.

## APPLES AND APPLESAUCE

Merchandising Hints: Numerous varieties of fresh and tasty new crop apples should be reaching your store this month. Since there is a possibility they may be late in some sections, however, suggested menus being directed to stamp coupon recipients in September, will call for use of fresh apples and applesauce, too. Fresh apples are being recommended to stamp coupon patrons for eating "out-of-hand," for use in salad preparation -- and for making pies and other pastry items. Applesauce is being suggested for the morning menu throughout the "Better Breakfast Meal" promotion.

## APPLES AND APPLESAUCE (cont'd.)

- . Offer "smacking good" fresh apples two-ways, in bulk bin stocks and in "prepacks" as well. Spell out for your customers the type and variety of apples you're featuring -- "eating" apples, "cooking" apples, "baking" apples, etc.
- . Make prepack display big -- and set it up at either end or directly across from your main fruit department line. Here again, big price tags, variety identification signs and clever talkers, "An apple a day," etc. will draw trade. Stress the "health factor" in your selling plan -- "Apples are good eating --- and they're good for you" will make customers take a second look.
- . Feature applesauce in a floor display. Place near the dairy section or near breakfast cereal offerings spots to get the best play. A few cans or "glass packed" applesauce displayed at your meat counter, particularly with lamb, beef and pork, may give your sales a boost.

## FRESH AND CANNED PEACHES

Merchandising Hints: Fresh and canned peaches are being recommended to stamp coupon customers for inclusion in various suggested menus this month. Since the peach season is rapidly growing to a close in some sections, keep tab on your fresh peach supplies. If you're "out" in your area, double efforts on canned peaches, to take care of the peach demand you will be getting from the stamp coupon trade.

- . Either table or bin display fresh peaches. Larger stores may prefer to use both. Plan to display token offerings of peaches in your dairy department to go with milk and cream. And both fresh and canned peaches featured with your cereal item "specials" during the September "Better Breakfast Month" promotion will encourage coupon customers to eat a much needed good morning meal.
- . Suggest peach short cake, peach pies and peach cobbler in your baking ingredient section. Token peach displays here will also please your trade.
- . Canned peaches will move best off the shelf. An "open case" floor stack placed next to your nonfat dry milk, teamed with gelatin or featured with weekly breakfast cereal specials will promote more sales. Smaller grocers who don't have floor space for large displays should spotlight their canned peach shelf stocks with good "special" signs to attract stamp coupon purchasers. Price tag them well by the can -- and in multi-can deals.
- . Now don't forget, peaches make a perfect item for fruit salads with milk and cream or for just a plain dessert. Gear your promotional advertising to these eating ideas.



## CEREALS

Merchandising Hints: Help food stamp coupon shoppers enjoy a better breakfast. Promote "ready-to-eat" and "ready-to-cook" cereals for a hearty morning meal.

- . You have a wide array of cereals to please customers. In order to offer coupon patrons variety, alternate your feature cereal items weekly. Push wheat cereals one week, corn the next, then oat cereals, etc. throughout the month.
- . Cereals manufacturers will be plugging their products during the "Better Breakfast Month." And they may be offering good point-of-sale material and display arrangement assistance to help sell their line. Tie-in your merchandising with their sales efforts to get cereals before the stamp coupon shopper and to help increase your sales, too.
- . Use your own selling ideas to tie-in sure "sales partners" -- milk, fresh peaches, butter, margarine, etc.
- . Off-the-shelf displays of one "ready-to-eat" and one "ready-to-cook" cereal item placed near good "go-with" sales points will promote more sales. Alternate varieties of these products weekly, also.

## VEGETABLE FATS AND OILS

Merchandising Hints: Vegetable shortenings, salad and cooking oils are very essential products in the preparation of this month's recommended menus for stamp coupon users.

- . Call shoppers' attention to shortenings and cooking oils at appropriate go-with locations -- at your baking ingredient section -- and with meats and seafoods for sure. If room permits, small displays at these "go-with" sales points will allow easy pickup and remind coupon shoppers to purchase for their baking, frying and salad needs.
- . Customers will be on the lookout for salad oils when they visit your produce line. If you have a back drop shelf panel on your vegetable case, line up salad oils here to make two-way sales.
- . Run shortening, cooking and salad oils specials in your ads at least once a week.

## DRIED BEANS

Merchandising Hints: Dried beans of every type are appealing to and always in heavy demand by the "penny-watching" stamp coupon shopping trade.

- . Keep your dried bean varieties on the shelf. Be sure, however, to name them well with shelf cards so customers will have no trouble making a choice. It doesn't take much time to prepare good "sign work" to tell

## DRIED BEANS (cont'd.)

customers how to prepare dried beans -- baked, in soups, for a cooked vegetable dish, etc. You might inform them that cooking instructions come with packaged beans which will promote more variety purchases and new menu ideas for stamp coupon patrons, too.

- . Press your advertising build-up to feature your dried bean items as money-saving buys. Give dried beans a spot in your newspaper ad and handbills, too.